

## SCHOLASTIC GRID FANS AWAIT BIG TITLE GAME

*The Real Thing  
as sure as you live*

Believe it or not—it's a fact.

That simple, soft foil Fatima package is today America's most fashionable package for cigarettes.

Most fashionable because most widely used by those men who know "what's what" in smokes.

At the big hotels and clubs, at smart resorts such as Palm Beach and Atlantic City—even at Newport itself—the Fatima package now holds the prestige formerly held by the fancy, expensive paste-board box.

The reason for Fatima's popularity is "JUST ENOUGH TURKISH."

Instead of containing too much Turkish as do the expensive straight Turkish cigarettes, Fatima contains just enough Turkish—just enough to taste right and just enough to leave a man feeling right, even when he smokes more than usual.

You, too, will be proud of Fatima's package as soon as you test Fatima's quality.

*Ligarette Company, Inc.*

**FATIMA**  
*A Sensible Cigarette*

20 for 23 cents